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VELOCITY CONTINUES WINNING RATINGS STREAK IN FEBRUARY

*--New **WHEELER DEALERS** Episodes and the Freshman Series **UNIQUE RIDES** Drive February Growth--*

(Silver Spring, Md.) – Velocity’s ratings and delivery momentum continued in February by high single and double-digits in key demos across both Primetime and Total Day. In Primetime, Velocity’s ratings grew +7% among M18-49, +10% among P18-49 and +8% among P25-54 while Total Day ratings soared +20% in P18-49, +14% in P25-54, +25% in P18-34, +13% in M18-49 and +9% in M25-54.

Delivery in February Primetime rose +11% in P18-49, +7% in P25-54, +15% in M18-49 and +3% in M25-54 for the network while February Total Day delivery jumped +27% in P18-49, +18% in P25-54, +13% in P18-34, +26% in M18-49, +14% in M25-54 and +20% in M18-34. February 2016 also marked 52 months of year-over-year Primetime delivery growth for Velocity among Households, as well as 53 months of year-over-year growth in Total Day among HH, Men and P2+.

Ratings and delivery growth among Men 25-54 was driven by new episodes of the **WHEELER DEALERS** franchise, which is averaging +19% ratings and +25% delivery gains in the demo versus its February 2015 performance. Velocity’s ratings and delivery success among M18-49

was driven by the freshman series **UNIQUE RIDES**. On **Tuesday, March 8 at 9 PM ET/PT**

season one of **UNIQUE RIDES** concludes with N.B.A. All-Star Carmelo Anthony.

*Prime rankings: include DSNY and DSJR, but exclude NICK for available tuning content less than <50% of available hours in Prime.
Source: Nielsen. Live+3D. Program-based data. PRIME = M-Su, 8-11p SPAN. Excludes breakouts. Reach has a 6-minute qualifier. Npower.

About Velocity

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 65 million homes. For more information on Velocity, please visit Velocity.com, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit www.discoverycommunications.com.

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